

**Statement
Of
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**Farm Bill Listening Session
State Capitol
Room 4202
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Perspective on Title IX of the Farm Bill

To the Governor, the executive administration, members of the Assembly and Senate representatives of the US Department of Agriculture, to my fellow State Board of Food, and Agriculture members, County commissioners, industry commodity leaders and leaders of allied fields good afternoon.

California agriculture's superior position is undisputed through out the world. The industries current performance, in terms of value, of an approximate \$32 billion derived from 350 plant and animal commodities is not question.

The industry's envious position, however, does not come with out hardship or challenges. A careful analysis reveals the awesome nature of these challenges. In short, such analysis leaves little doubt about the fact that the industry is in trouble.

California agriculture faces a cornucopia of challenges ranging from environmental, sustainability, food safety, nutrition, pest prevention and eradication, immigration, air and water quality, stringent regulation compliance and a myriad of others. The aforementioned challenges not only threaten the industry's tremendous resource base they also threatens the industry's national and international economic dominance.

I assume these listening sessions have no doubt solicited a vast amount of important input on the well-documented challenges of the industry as it relates to the next Farm Bill.

Title IX

This presentation is to address the need to structure the Farm Bill, specifically Title IX, so that it will effectively address the challenges confronting the industry's continued economic dominance.

Within the context of direct investment toward the agricultural resource base Title IX needs to adopt stronger language to ensure the potential staggering windfall gains that can be realized from the biomass phenomena.

Title IX of the current Farm Bill adequately addresses the biomass issue as it pertains to energy and fuel; however, language toward inducement and investment in research and development of materials develop from biomass perspective is woefully lacking. These materials are commercial building materials developed from agricultural crops and waste.

Similar to the boom of activity principally centered on ethanol and other renewable fuels and energy sources, there has also been a boom in the building trades regarding green building.

Green Building

The Green building phenomena is growing exponentially in all phases of design, construction, and the building product trades. Visionary owners of land, contractors, architects, engineers and building product manufacturers are gravitating toward the green building phenomena. Spawned by rise in energy costs and the cost of basic materials, the green building concept is establishing it's place in the minds of passionate natural resource conservations consumers and has accelerate the environmentally conscious building trades throughout the globe.

Selected statistical highlights of the Green Building trend are:

- **Green building comprises approximately 2% of nonresidential construction starts in 2004, valued at \$3.3 billion. ***
- **By 2010, the green building market is expected to be 5%-10% of new non- residential construction starts, which translates to a market value between \$10.2 billion and \$20.5 billion. ***
- **60% of architects, engineers and contractors are specifying and installing green building products in their construction projects. ***

Just these three statistics should be the basis of inquiry and inducement regarding the potential biomass opportunities from a building materials perspective

A New Strategy

In addition to the adoption of language in Title IX to create investment and research development towards the burgeoning biomass materials market, industry needs to develop a powerful strategy within this context.

Such a strategy will allow the industry to strategically incorporate the total biomass sector into agriculture's multiplier effect with regards to sales, value added processes, personal income and jobs to further build and sustain it's agricultural base and competitive advantage

In today's competitive marketplace, the agricultural industry must be a powerful competitor to maintain its position and enhance its ability to identify, create, and leverage opportunities for innovation.

A clear vision and state and national cooperation addressing Title IX would assist California as well as the nations agricultural industries to sustain their respectable economic dominance.

Leaders of industry thank your for time.